

**IN THE CLAIMS AMEND**

1. (Currently Amended) A device for releasing a volatile substance comprising:
  - a housing having an interior region, an outer surface, and an opening in at least one end;
  - a volatile substance contained within the interior region of the housing;
  - means for orienting the device such that gravity forces the volatile substance toward the opening;
  - means for controllably releasing the volatile substance from the housing, and onto an emanator material positioned proximate the housing, wherein the controllably releasing means comprises a gas generating cell associated with the interior region;
  - means for heating at least one of the volatile substance or air located with the housing, or the emanator material; and
  - means for increasing the evaporation of the released volatile substance from the emanator material, wherein the evaporation increasing means comprises means for increasing circulation of air proximate at least one of the opening in the housing and the emanator material.

2-23. (Deleted)

24. (Previously Amended) The invention according to Claim 1, wherein the heating means is associated with at least a portion of the emanator material.

25. (Withdrawn).

26. (Deleted).

27. (Previously Amended) The invention according to Claim 1, wherein the circulation increasing means comprises a fan.

28. (Previously Added) A device for releasing a volatile substance comprising:

- a housing having an interior region, an outer surface, and an opening in at least one end;
- a volatile substance contained within the interior region of the housing;
- means for orienting the device such that gravity forces the volatile substance toward the opening;
- means for controllably releasing the volatile substance from the housing, and onto an emanator material positioned directly below the housing, wherein the controllably releasing means comprises a gas generating cell associated with the interior region; and
- means for heating the emanator material, positioned directly below the housing and the emanator material.